

Why is a Chamber of Commerce Needed in Palatka?

Why is Your City Needed?

Why Did You Decide to Engage in Business Here, Instead of Selecting a Cow Pasture?

EVERY MAN has to go where people are. If he be a retail merchant he needs customers; if an attorney, clients; if a doctor or dentist, patients; if a banker, depositors; if a jobber, a trade field; if a manufacturer, labor and material; if a worker, employment; if an investor in property, a place where property values are likely to increase; all want a pleasant and prosperous place to live. He needs in addition to the avenues for trade, friends, entertainment, churches libraries, schools for his children, fire and police protection, and newspapers—a means of contact with the outside world—otherwise a cow pasture would be just as good.

As you maintain your life itself largely through the city in which you live, your prosperity is largely dependent on the city's welfare. You know of many ways in which this welfare could be promoted. A spirit of greater confidence in the city, willingness to work unselfishly for its best interests, and a love of progress among the citizenship would in themselves accomplish wonders. **THESE THINGS CAN ONLY BE BROUGHT ABOUT THROUGH THE COMBINED ACTION OF A LARGE NUMBER OF MEN THROUGH A CIVIC AND COMMERCIAL ORGANIZATION.** You can call to mind many more advantages the city needs and which could readily be secured "if people would only get together." **THIS IS EXACTLY WHAT THE REORGANIZED CHAMBER OF COMMERCE WILL ACCOMPLISH.** It will bring together the community's natural leaders, and organize them into an efficient working machine.

The Chamber of Commerce Reorganization Committee does not believe that you merely live here, but that you are **IN THE FULL SENSE OF THE WORD A CITIZEN WITH A COMMUNITY AS WELL AS A PRIVATE RESPONSIBILITY.**

1. Can the citizenship of a city express itself, make known its purposes, its desires, or proceed to carry them out without organization?

2. Is a permanent organization furnishing the avenue through which citizens can become accustomed to working with each other, and learning to know each other's abilities and worth, a well financed, democratic organization better than a poorly financed, loosely formed, organization?

3. Will there be any other organization in Palatka broad enough in its scope and permanent enough in character to carry out successfully the purposes for which a Chamber of Commerce is organized?

4. Can a Chamber of Commerce or any organization which purports to represent the ideals of its community in business and civic affairs **BE SUCCESSFUL** unless its membership comprises a large body of active citizens?

5. Has there ever been a time when a strong centralized, democratic organization of community interests has been as necessary as it is **NOW**?

AND REMEMBER, THE CITIZEN FINANCIALLY ABLE, who remains on the outside of the Reorganized Chamber of Commerce, limits the achievements of that organization.

Are you going to take the responsibility of being **THAT CITIZEN**? IF YOU, A UNIT OF THE CITIZENSHIP OF THIS COMMUNITY, FORGET YOUR DUTY OF COMMUNITY SERVICE—WHAT WILL HAPPEN TO PALATKA?

"If Palatka is good enough to live in, it is good enough to work for," and—

"The community at its best must be the goal."

ENLISTMENT OF MEMBERS IN PALATKA'S CHAMBER WILL BEGIN ON NEXT TUESDAY